

PRODUCTION & PRINTING

PRODUCTION

In the design world, production refers to the preparation necessary to hand a digital file off to a service provider (such as a printer) in finished form. Depending on the type of printing you choose, your production needs will vary. Here are some common denominators:

- Make sure all images are of print quality, not web quality.
Web images are of lower quality (resolution of 72 dpi)
and will not print clearly.
- Embed or outline fonts; or make sure your service provider has the fonts used in your document
- Know what binding and finishing will take place and adjust file accordingly.

OFFSET PRINTING

CONSIDER OFFSET PRINTING IF:

- running large quantities
(probably more than 250)
- finished dimension larger than
12" x 18" (in moderate quantities)
- paper or surface not suited to digital printing
- finer quality desired
- using spot colors

DIGITAL PRINTING

CONSIDER DIGITAL PRINTING IF:

- running small quantities
(probably less than 250, but varies)
- finished dimension 12" x 18" or smaller
(larger format prints get costly in
multiple quantities)
- using standard paper stock
- need quicker turnaround time
- full color prints desired (especially in
smaller quantities)

OFFSET PRINTING

PRODUCTION CONSIDERATIONS:

- must use CMYK or spot colors; no RGB
- digital files (photographs/image) must be of high enough quality (resolution) in order to print clearly
- specify PANTONE colors for spot color (1, 2 or 3 color printing)
- allow enough turnaround time for printer (actual time needed varies)
- may need to attend a press check to verify colors, printing, etc.

DIGITAL PRINTING

PRODUCTION CONSIDERATIONS:

- CMYK or RGB; color mode unimportant; full range of colors available for no added cost
- photographs/images can be of slightly lesser quality and still reproduce o.k.
- paper will curl somewhat after printing due to heated process
- allow enough turnaround time for printer (actual time needed varies)
- color accuracy varies from one printer to another; can be inconsistent

OTHER PRINTING TYPES

- letterpress
- screenprinting
- large format printers
- variable data printing

MAILING

- contact US Post Office early in the design process to confirm that your piece meets postal service regulations
- spend time creating effective mailing lists to reach your target audience
- build in extra time for bulk mailings to reach their destination

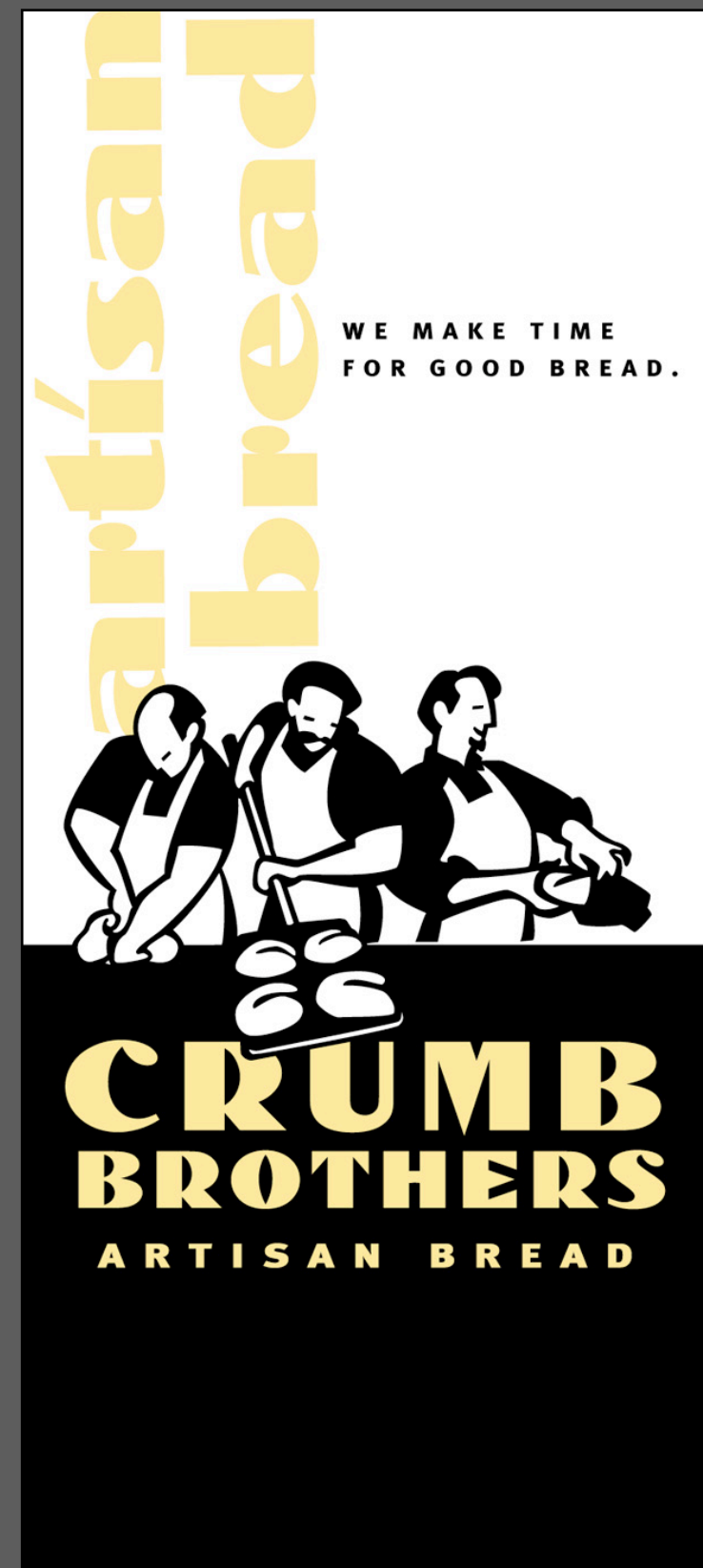
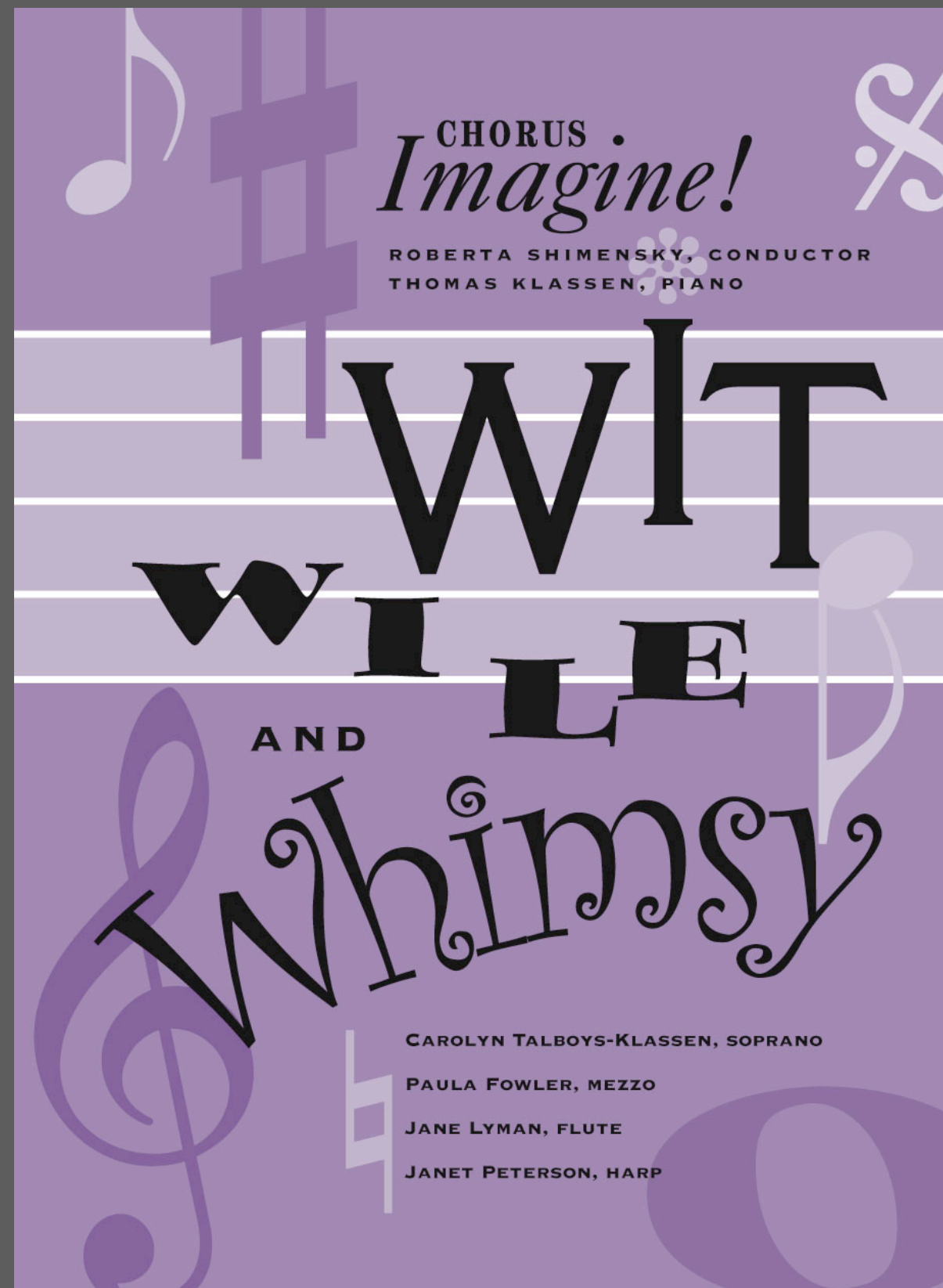
'Never Again' — Again



contours

JOEY BEHRENS
MARCEE BLACKERBEE
ANNE SI COEC
LAURA BOARDMAN
CONNIE BORUP
ANNE MAAK
KIM MARTINEZ
MAUREEN O'HARA URE
HOLLY MAE PENTAGAST

NATURAL INCLINATIONS
JUNE 15 - JULY 13, 2007
ART ACCESS GALLERY / 230 SOUTH 500 WEST #125, SALT LAKE CITY, UT





DESIGNARTSUTAH07

THURSDAY, OCTOBER 7, 2004

10 A.M.

STANLEY LIBRARY SPECIAL COLLECTIONS

PANEL DISCUSSION

Featuring members of WSU History Department

*You Can't Get Anywhere Without Coming to Ogden:
Railroading in the American West*

PANELISTS

Dr. Kathryn McKinley

Dr. Richard Roberts, professor emeritus

Dr. Steve Layton

MODERATOR

Dr. Richard Butler, Dean, WSU College of Social
& Behavioral Sciences

3 P.M.

STANLEY LIBRARY SPECIAL COLLECTIONS

LECTURE

Creating a New West: Photographers Along the Western Railroad

SPEAKER

David Davis, Photo Curator, Utah State University,
Special Collections

*Light refreshments

WEBER STATE UNIVERSITY'S
President, Board of Trustees and Student Library make you the

**UTAH CONSTRUCTION/
UTAH INTERNATIONAL**

4TH ANNUAL SYMPOSIUM

**MAKING
TRACKS**

The Utah Construction Company, which incorporated in Ogden, Utah, in 1888, began as a builder of rail lines. The skills gained in grading roads and laying track would later expand into dam-building, construction, and mining projects in 14 countries on six continents.

Please join us for a fascinating look at several of the company's early projects, as well as a slide presentation, and a panel discussion on the impact of railroading in the American West.

OCTOBER 7-NOVEMBER 30, 2004

PHOTOGRAPHIC EXHIBITS

STANLEY LIBRARY SPECIAL COLLECTIONS

Making Tracks: Railroading 1880-1920

The Ogden Connection

*50 Years: Weber State University at the Ogden
Campus (Museum)*



**UTAH CONSTRUCTION/
UTAH INTERNATIONAL**

4TH ANNUAL SYMPOSIUM



MAKING TRACKS

THURSDAY, OCTOBER 7, 2004

**UTAH CONSTRUCTION/
UTAH INTERNATIONAL**

4TH ANNUAL SYMPOSIUM



OCTOBER 7, 2004, FAMILIES' DINNER

☐ I will attend ☐ I will be unable to attend

NAME

PHONE OR E-MAIL

NO. OF PASTORAL MEMBERS

YOUR TELEPHONE NUMBER ()

Please return by Wednesday, September 29, to the WSU Development
Office at (801) 624-1824.

WSU

4018

Ogden, UT 84202-4018



You are invited to join the founders' families
and friends at a special dinner on Thursday
October 7, at the Ogden Golf & Country Club
4197 Washington Blvd., South Ogden, Utah

8:00 P.M. - 10:00 P.M.

SOCIAL • 6 P.M.

DINNER • 7 P.M.

EXHIBIT AND

PROGRAM • 8 P.M.



UTAH CONSTRUCTION/
UTAH INTERNATIONAL

**UTAH CONSTRUCTION/
UTAH INTERNATIONAL**

4TH ANNUAL SYMPOSIUM



FAMILY & FRIENDS DINNER

THURSDAY, OCTOBER 7, 2004



ART IN TRANSIT

■
NATIONAL CALL FOR ARTISTS
REQUEST FOR QUALIFICATIONS
SALT LAKE INTERMODAL HUB

PROJECT PARTNERS: SALT LAKE ART DESIGN BOARD | SALT LAKE CITY ARTS COUNCIL
REDEVELOPMENT AGENCY OF SALT LAKE CITY | SALT LAKE CITY CORPORATION
UTAH TRANSIT AUTHORITY